



2017 CDC

National Cancer Conference

*Visualizing the Future through Prevention,
Innovation, and Communication*

AUGUST 14-16, 2017 | ATLANTA, GA





Lisa C. Richardson

Director,
Division of Cancer
Prevention and Control

August 14, 2017

Welcome to the 2017 CDC National Cancer Conference – “Visualizing the Future through Prevention, Innovation, and Communication.”

This year’s conference strives to provide meaningful coverage on current cancer trends. To this end, this year’s conference intends to discuss primary prevention and motivators for personal behavior change; share the newest innovations regarding cancer prevention, treatment, care, and survivorship; and highlight more effective public health communication strategies.

We are delighted to have you and thank you for traveling from locations both near and far to join us for this special event. Attendees gathered here over the next two days represent partners from health agencies, advocacy groups, researchers, leaders in academia, and government. Your participation in this conference is valuable. We look forward to exchanging ideas and learning about what other partners are doing to effectively translate research to practice and improve the public’s health.

We have provided you with a conference at-a-glance agenda and floor plan of the conference venue. For more detailed conference materials, be sure to download the [CDC Conference mobile app](#).

Thank you again for joining us in Atlanta, Georgia.

Sincerely,

A handwritten signature in blue ink that reads "Lisa C. Richardson".

Lisa C. Richardson, MD, MPH
Director, Division of Cancer Prevention and Control



Lucile L. Adams-Campbell, Ph.D.

Dr. Adams-Campbell is the Associate Director for Minority Health and Health Disparities Research, Associate Dean for Community Health & Outreach, and Professor of Oncology at Lombardi Comprehensive Cancer Center at Georgetown University Medical Center. She received a B.S. in Biology and a M.S. in Biomedical Science from Drexel University in Philadelphia, PA, and received her Ph.D. in Epidemiology from the Graduate School of Public Health at the University of Pittsburgh. Dr. Adams-Campbell has received numerous awards and honors including the election to the former Institute of Medicine (The National Academy of Medicine), and the Induction into the D.C. Hall of Fame for her research focus on Health Disparities.

She has received gold medallions awarded from both of her alma maters – the University of Pittsburgh and Drexel University, for outstanding contributions to the field of public health and health sciences. She served on the 2015 Dietary Guidelines Advisory Committee. Dr. Adams-Campbell currently serves on the National Academy of Medicine's National Cancer Policy Forum. Her most recent appointment is the Board of Scientific Counselors of the National Human Genome Research Institute. Dr. Adams-Campbell's research focus is on addressing minority health and cancer health disparities. She conducts lifestyle interventions related to breast cancer and metabolic syndrome and conducts large epidemiological cohort studies including The Black Women's Health Study. She has more than 200 peer reviewed publications.



Sanjeev Arora, MD, MACP, FACP



Sanjeev Arora, MD, FACP, MACP is the Director and Founder of Project ECHO (Extension for Community Healthcare Outcomes). He is a Distinguished Professor of Medicine with tenure in the Department of Internal Medicine at University of New Mexico Health Sciences Center. Dr. Arora developed the ECHO model as a way to dramatically improve both capacity and access to specialty care for rural and underserved populations. This is accomplished by linking expert inter-disciplinary specialist teams with primary care clinicians through teleECHO clinics, where the experts mentor primary care clinicians to treat complex conditions via guidance, feedback and didactic education. This helps rural clinicians develop knowledge and self-efficacy so they can adopt research findings and deliver best practice care.

The first teleECHO clinic was developed in 2003 to respond to a growing health crisis hepatitis C and has since expanded to cover over 60 disease areas and complex issues at over 100 academic medical centers in 21 countries. The Centers for Disease Control and Prevention and the Department of Defense have also adopted the ECHO model to enhance access to specialty care. In 2007, Project ECHO came in first among more than 300 entries from 27 countries in winning

the Change makers award. This international competition was sponsored by the Robert Wood Johnson Foundation(RWJF) and Ashoka Foundation to identify programs that are changing the paradigm of how medicine is practiced.

In 2011, ECHO published a prospective cohort study in the New England Journal of Medicine, to prove that treatment for HCV by primary care providers using the ECHO model is as safe and effective as treatment by specialists at an academic medical center.

Over the last 13 years Dr Arora has received more than 65 million dollars of grant support. Dr Arora has been awarded numerous prestigious awards including: the Teresa Heinz and the Heinz Family Foundation 19th Heinz Award for Public Policy, the Second Rosenthal Award from the Rosenthal Family Foundation, the Presidential Award of Distinction from the University of New Mexico and the American College of Physicians and the American Telemedicine Association (ATA) President's Award. Dr Arora was also recognized during World Hepatitis Day 2014, at the White House in Washington DC, as a leader in advancing efforts to address viral hepatitis and the goals of the Action Plan for the Prevention, Care, and Treatment of Viral Hepatitis.

In very recent developments, the ECHO Act, initiated by ECHO partners across the U.S., was passed unanimously through both houses of Congress and signed into law by President Obama on December 14, 2016. This legislation mandates and empowers two federal agencies (the General Accounting Office, or GAO, and the Health Resources and Services Administration, or HRSA) to study the impact of Project ECHO on the U.S. health system, and will serve to lay the pathway for sustainable funding of the model.

Atul Gawande, MD, MPH

Atul Gawande's bold visions for improving performance and safety in healthcare have made him one of the most sought-after speakers in medicine. His three books, *Complications*, *Better*, and *The Checklist Manifesto*, have all been highly praised inside and outside the medical community. His new book is *Being Mortal: Medicine and What Matters in the End*. *TIME* placed him among the world's 100 most influential thinkers. Atul Gawande is a MacArthur "Genius" Fellowship winner, a *New Yorker* columnist, an author — but, most of all, a physician, with a practitioner's grasp of the everyday challenges of healthcare delivery.

Atul explains that medical practice and philosophy has not kept pace with the changes in healthcare over the last hundred years. We need reform — and Atul is on a lifelong search to discover what shape that reform should take. What does an effective healthcare system look like in the 21st century? How can we improve quality, manage risk, and measure performance more effectively? Atul brings an eloquence and an intellect to these questions that allow him to offer deeply considered and beautifully expressed solutions with implications for healthcare and beyond.



Dr. Gawande is broadly known for his influential articles, two of which won him the National Magazine Award. He has written about the shift from lone-ranger physicians to teams of co-operating specialists, and the new values this shift requires. He popularized the checklist as a means of co-ordinating complex work in hospitals. His ideas about how to rein in healthcare costs while increasing efficiency and quality have transformed the national discussion of these issues. His writing sets itself apart by its depth of thought and research, but also by its willingness to look outside of healthcare and see how other fields have delivered high-quality service in complex industries.

Atul is a general and endocrine surgeon at Brigham and Women's Hospital in Boston, and a professor in both the Department of Health Policy and Management at Harvard School of Public Health and the Department of Surgery at Harvard Medical School. He is the Executive Director of Ariadne Labs, a joint center for health systems innovation, and chairman of Lifebox, a nonprofit making surgery safer globally. He has won AcademyHealth's Impact Award for highest research impact on health care, and the Lewis Thomas Award for Writing about Science.

Joan Lunden

An award-winning journalist, bestselling author, motivational speaker, and women's health & wellness advocate, Joan Lunden has been a trusted voice in American homes for more than 30 years. For nearly two decades, Lunden greeted viewers each morning on Good Morning America bringing insight to the day's top stories. As the longest running female host ever on early morning television, Lunden reported from 26 countries, covered 5 presidents, 5 Olympics, and kept Americans up to date on how to care for their homes, their families, and their health.

Lunden continues to be one of America's most recognized and trusted personalities. She is a special correspondent on the TODAY Show, host the CBS series Your Health, and a sought after speaker and event host throughout the country. On her website JoanLunden.com and social media, women interact with her every day about health, wellness, lifestyle tips, family, and boomer information.

In June of 2014, Lunden was diagnosed with triple negative breast cancer, which required chemotherapy, surgery, and radiation. An eternal optimist, Lunden wanted to turn her diagnosis into an opportunity to help others. She blogged throughout her cancer treatment and wrote a memoir Had I Known, which documents her battle, and reflects on her life and career. Lunden serves as an ambassador for Amgen's Breakaway from Cancer, advocates for patients on Capitol Hill, and actively communicates with the cancer community through her social media and on her website.

As a part of the sandwich generation, Lunden's demographic is far-reaching. She is a mother of 7 including two sets of pre teens twins. Like many Boomers in America she has juggled being a working mom while caring for an aging parent, and brings this experience to her role as the spokesperson for the nation's leading senior referral service, A Place for Mom, a company helping caregivers and families find the right care and resources for their loved one.

Throughout her career Lunden has been disseminating advice from experts to help inform her audience how to stay healthy. Lunden has teamed with the renowned Dr. Murad, of Murad Skincare, and has her own skin-care line Resurgence. Together they share a similar message that supporting a happier, healthier life leads to a glowing complexion.

One of the most visible women in America, Lunden has graced the covers of more than 60 magazines and book covers.

Lunden has served as national spokesperson for various organizations such as The American Heart Association, Mothers Against Drunk Driving, The American Lung Association, The American Red Cross, The American Academy of Pediatrics, and The Colon Cancer Alliance.

Joan Lunden's books include Had I Known; Chicken Soup for the Soul: Family Caregiving; Growing Up Healthy: Protecting Your Child From Diseases Now Through Adulthood; Wake-Up Calls; A Bend in the Road is Not the End of the Road; Joan Lunden's Healthy Living; Joan Lunden's Healthy Cooking; Mother's Minutes; Your Newborn Baby; and Good Morning, I'm Joan Lunden. She also hosts the exercise video Workout America.

Joan Lunden truly exemplifies today's modern working woman.



2017 CDC NATIONAL CANCER CONFERENCE



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Aetna

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American Cancer Society (ACS)

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2017 CDC NATIONAL CANCER CONFERENCE AGENDA

MONDAY

August 14, 2017



7:00 am–6:00 pm

Registration and Information Desk Open

Ravinia Ballroom Foyer

12:30 pm–2:00 pm

Opening Plenary Session Featuring

Ms. Joan Lunden

Ravinia Ballroom

1:00 pm–5:00 pm

Poster Session Preview

Dunwoody Ballroom

2:30 pm–4:00 pm

Concurrent Breakout Sessions #1

Prevention/Research

Dollars and Sense: Program, Patient, and Clinical Perspectives About Costs of Colorectal Cancer Along the Cancer Continuum
Oakwood A/B

Communication/Programmatic

Evolution of Comprehensive Cancer Control Plans and Partnerships
Ravinia A/B

Communication/Programmatic

Let's Dance: Programmatic and Public Partnerships to Improve Cancer Prevention and Control
Ravinia C

Communication/Research

Undue Burden: Understanding and Mitigating Cancer Survivors' Increased Risks
Maplewood A/B

Prevention/Programmatic

Leading with Tradition: Facing Cancer in Tribal Communities
Ravinia G

Prevention/Research

Partnering for Prevention: The Cancer Prevention and Control Research Network's Collaborations with Federally Qualified Health Centers
Ravinia E/F

4:15pm–5:45 pm

Concurrent Breakout Sessions #2

CDC Session

The Devil Is in the Data Details: Where Do You Get Your Cancer Data?
Ravinia C

Communication/Programmatic

A Collective Impact Approach to Address Survivorship Care Needs in Washington
Ravinia G

Innovation/Programmatic

Stand by Me: Implementing Innovative Programs and Practices That Support Cancer Patients and Survivors
Ravinia A/B

Innovation/Research

Harnessing the Power of Big Data and Simulation to Improve Colorectal Cancer Screening
Ravinia E/F

Prevention/Programmatic

You're Gonna Need a Bigger Boat: Building the Partnership Framework with Data
Oakwood A/B

Prevention/Research

Show Me the Money: Tracking Impact of Prevention and Screening Efforts
Maplewood A/B

TUESDAY

August 15, 2017

6:00 am–7:00 am

Morning Fitness Event - Yoga

Meet in Hotel Lobby

8:00 am–5:30 pm

Registration and Information Desk Open

Ravinia Ballroom Foyer

Partners Networking Lounge

La Grotta

9:00 am–10:00 am

Plenary Session Featuring Dr. Sanjeev Arora

Ravinia Ballroom

10:30 am–Noon

Concurrent Breakout Sessions #3

CDC Session

A Program of Applied Research for Cancer Prevention and Control: Bridging the Gap Between Knowledge and Translation

Ravinia C

Innovation/Research

Data Speak: Using Data for Innovative Cancer Control Efforts

Oakwood A/B

Communication/Research

More Than Just Talk: The Importance of Effective Patient-provider Communications

Ravinia G

Innovation/Programmatic

Implementing an ECHO Program for Cancer Prevention and Control at Your Institution: Opportunities and Challenges

Ravinia A/B

Prevention/Programmatic

In It for the Long Haul: Making Changes One Population at a Time

Maplewood A/B

Prevention/Programmatic

Building Community Health Center Capacity for Cancer Prevention Through Quality Improvement Coaching and Peer Support

Ravinia E/F

Noon–1:00 pm

Poster Session

Dunwoody Ballroom

Lunch On Your Own

1:00 pm–2:00 pm

Keynote: Dr. Atul Gawande

Ravinia Ballroom

2:30 pm–4:00 pm

Concurrent Breakout Sessions #4

CDC Session

A Town Hall Discussion on Cancer Prevention Initiatives in the National Comprehensive Cancer Control Program

Ravinia C

Prevention/Research

The Best Test Is the One That Gets Done: Interventions to Increase Colorectal Cancer Screening

Oakwood A/B

Innovation/Programmatic

From the Beginning: How Data Collection and Use Can Improve Knowledge and Influence Change

Ravinia A/B

Communication/Programmatic

We Are the Champions: Resources for Increasing Health Care Provider Awareness About Cancer Prevention

Maplewood A/B

Prevention/Programmatic

Examining Cancer Health Disparities: Public Health Responses to a Persistent Trend

Ravinia G

Prevention/Programmatic

Evaluation of the Colorectal Cancer Control Program (DP15-1502): Using Program Data to Measure Health Systems Change

Ravinia E/F

4:15–5:45 pm

Poster Session
Dunwoody Ballroom

4:15–5:45 pm

Concurrent Breakout Sessions #5

Prevention/Research

What's in Your Toolbox? A Potpourri of Research Methods to Address the Cancer Control Continuum
Ravinia G

Prevention/Research

Location, Location, Location: Spatial Analysis and the Comprehensive Cancer Control Continuum
Ravinia C

Innovation/Programmatic

Innovative Integration: Using Technology Platforms to Improve Education, Care Planning, and Chronic Disease Self-Management for Cancer Survivors
Ravinia A/B

Prevention/Programmatic

Innovative State Approaches to Addressing National Comprehensive Cancer Control Program Priorities
Oakwood A/B

Prevention/Programmatic

Improving Colorectal Cancer Screening Through Patient Navigation and Partnerships
Ravinia E/F

Prevention/Programmatic

Skin Cancer Prevention in Action
Maplewood A/B

WEDNESDAY

August 16, 2017

6:00 am–7:00 am

Morning Fitness Event (Run/Walk)
Meet in Hotel Lobby

8:00 am–Noon

Registration and Information Desk Open
Ravinia Ballroom Foyer
Partners Networking Lounge
La Grotta

9:00 am–10:30 am

Concurrent Breakout Sessions #6

Prevention/Programmatic

Any Questions? Asking the Right Ones for Program Implementation and Evaluation
Oakwood A/B

CDC Session

The Nuts and Bolts of Increasing Cancer Screening Through Health System Partnerships: Lessons from the Field
Ravinia C

Innovation/Programmatic

Do You Want to Increase Screening? You'll Want These Tested Methods to Your Cache!
Maplewood A/B

Communication/Research

Saying the Right Thing at the Right Time: Knowing Your Audience for Health Communication Messages
Ravinia G

Prevention/Programmatic

Healthy Communities: When Cancer Prevention Is the Target
Ravinia A/B

Prevention/Research

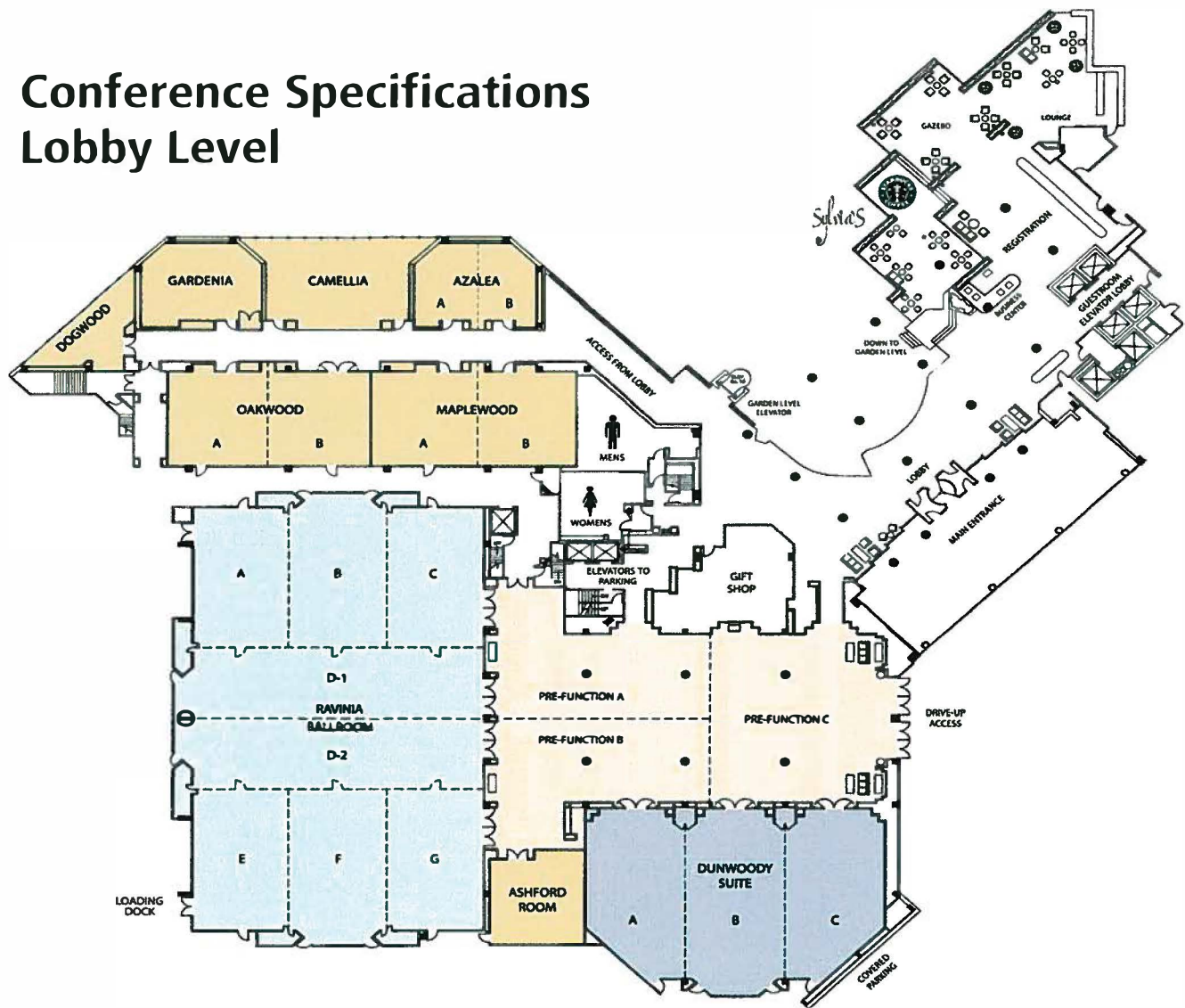
Always on Time: Cancer Prevention Across the Lifespan
Ravinia E/F

11:00 am–Noon

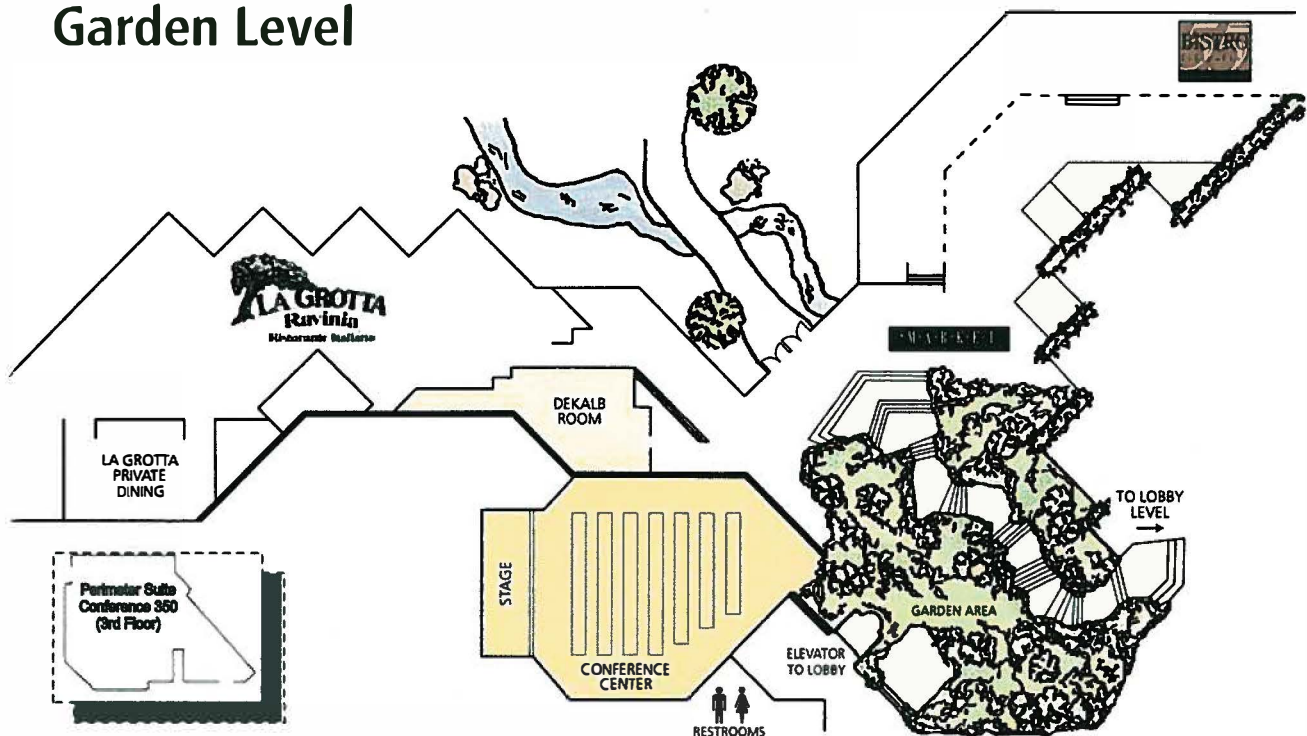
Closing Plenary Session Featuring Dr. Lucile Adams-Campbell
Ravinia Ballroom

Conference Specifications

Lobby Level



Garden Level





Together, we can create a world without cancer.

The American Cancer Society is a global grassroots force of 2 million volunteers saving lives in every community.

Our efforts have contributed to a 25 percent decline in the cancer death rate in the US between 1991 and 2014, driven by less smoking, better treatments, and earlier detection.

As the nation's largest private, nonprofit investor in cancer research, we're finding cures, ensuring people facing cancer have the help they need, and continuing the fight for access to quality health care, lifesaving screenings, and more.



For cancer information, day-to-day help, and emotional support, visit the American Cancer Society website at www.cancer.org or call us at **1-800-227-2345**. We're here when you need us – 24 hours a day, 7 days a week.

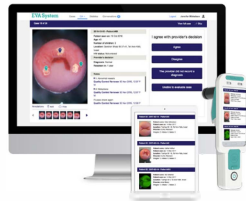
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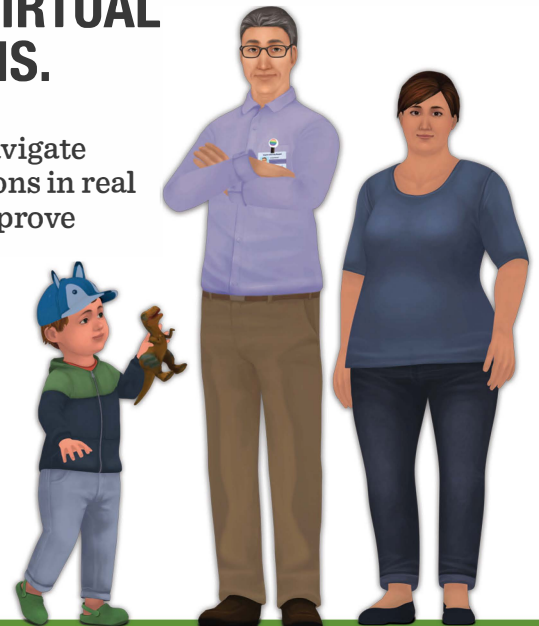
www.cdc.gov/cancer/knowledge
1-800-CDC-INFO



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